



Las Vegas GROWTH WATCH

1905 - 2005 CENTENNIAL YEAR

Master Plan 2020 Land Use Element Debuts

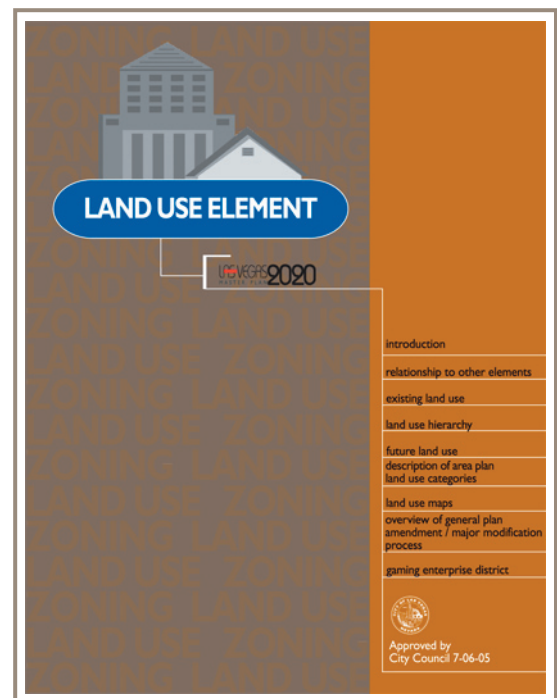
Land use is the central element of the master plan. It serves as the long-range planning tool used in conjunction with other elements of the master plan to guide the city's future growth, revitalization and preservation efforts. In 2000, the City Council adopted the city of Las Vegas Master Plan 2020, with

goals, objectives and policies designed to guide growth through 2020. Since its adoption, many elements of the master plan have been updated. This Land Use Element is one in a series of required elements to be updated and added to the 2020 plan.

Under Nevada Revised Statutes (NRS), land use has long been a recommended component of a city's Master Plan. That changed in 1999, during the 70th session of the Nevada State Legislature, when the Land Use Element became a required part of a city's Master Plan (NRS 278.150).

A Land Use Element has provided guidance to policymakers in the city of Las Vegas for nearly half a century. The city first adopted a Land Use Element as part of its master plan in 1959. Since then a new or updated Land Use Element was adopted by the

City Council in 1975, 1985 and 1992. The 1992 Land Use Element remained in effect until the adoption of this document.



The Master Plan 2020 Land Use Element is the ninth element to be added.

Summer 2005

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This document aims to identify and consolidate the various plans that govern land use throughout the city of Las Vegas. Land use tables, category definitions and adopted land use maps are among the documents included for all Sector, Master and Special Plan areas. In addition, existing land use is analyzed, and the city land use hierarchy, General Plan Amendment/Major Modification process, and Gaming Enterprise Districts are defined and explained.

Also as a part of this update, the following revisions are being made to the 2020 Master Plan:

- A “Recently Developed” Strategy Area is being included to provide policy direction for the southwest portion of the city. The Recently Developed Strategy Area will compliment the existing Newly Developing, Neighborhood Revitalization and Downtown Reurbanization Strategy Areas of the 2020 Master Plan.
- The rarely utilized TC (Tourist Commercial) and S (Schools) Master Plan designations are being removed as land use categories, and all Parks/Recreation/Open Space parcels will be designated PR-OS.
- Language will be added to the SC (Service Commercial),

GC (General Commercial), and LI/R (Light Industry/Research) Master Plan designations to allow for mixed-use development.

- Several residential density revisions will be made so that one land use table will be applicable for all portions of the city outside of a master or special plan area.

It is hoped that this document will simplify the land development process, clarify allowable land use and densities throughout the city, and provide a helpful and user-friendly tool for use by both the city and its customers.

DEVELOPMENT

ENTERTAINMENT DISTRICT

On May 3, 2002, in conjunction with the opening of Neonopolis, the concept for the Entertainment District was born. Standing on Fremont Street in front of Neonopolis looking to the west and the east, you soon realize that tourists never cross from Fremont Street Experience to the old commercial district across the street. After much discussion and in an effort to address the anomaly, investigation of successful entertainment districts nation-wide began.

Researching Bourbon Street in New Orleans, it was discovered that its City Council had voted to have no distance separation between taverns within city limits at the discretion of council. It was also discovered the fees are relatively low for tavern/liquor licenses. The Gas Lamp District in

San Diego and the role the City Centre Development Corporation (CCDC) played in forming the district was also researched. San Diego's CCDC had been very proactive with a new plan and with incentives to get what they wanted to establish downtown. Mixed-use buildings were a primary goal. Beale Street in Memphis was also studied.

After determining what led to the success of these three entertainment districts and walking the downtown area extensively, it was determined the city of Las Vegas Entertainment District would start with a six block area adjacent to the Fremont Street Experience. The district would start small, hoping to create enough synergy to facilitate further growth.

The Office of Business Development identified 28 property owners of the 35 parcels. The owners were invited to meet to discuss the potential district along with other city staff.

The city proposed an initial strategy to lift as many restrictions as possible and create a special district. The city also offered to create a special tavern license. The proposal was outlined



The new Beauty Bar beautifies downtown.

for the Fremont Street Experience board and received its endorsement of the tavern-limited license without gaming.

The city's Business Services division brought the concept into a reality. A reduced tavern license or tavern-limited license was created with a reduced fee. A regular tavern license is \$60,000. It allows 15 slot machines. The license fee for a tavern-limited license would be \$20,000 initially, with \$800 renewal fee every six months or \$1,600 per annum and no gaming allowed in any of the tavern-limited licenses. It was also stipulated that in order to obtain the tavern-limited

CONTINUED ON PAGE 3

license there would have to be musical entertainment or some form of themed entertainment (four nights a week, not specifying which nights); and at least seven tavern-limited licenses be pulled and acted upon for the ordinance to become permanent.

The proposed ordinance also outlined a new set of entitlements to allow the existing property owners to roll over their properties from their existing low-rent commercial uses to higher-rent, better tourist commercial uses that would support and extend the tourist experience on Fremont Street Experience.

The proposed ordinance has other requirements to waive parking and, upon the establishment of seven clubs, the owners form an owners' association. Soon after the ordinance was established, the Downtown Entertainment Corporation was formed. The members meet on a regular basis and maintain a non-profit board status from the state of Nevada. Other requirements that must be met once the seven clubs are established are continued cleanliness, security to be provided, and one valet parking system for the organization.

Currently, each club individually has to submit a security and cleanliness plan as they apply for their tavern-limited license. In 2005, the owners and the city of Las Vegas discussed the formation of a business improvement district so the owners could tax themselves to provide security, maintenance and set up a valet parking system.

Also, in an effort to kick-off the entertainment district, the city of Las Vegas bought the property located at 601 Fremont Street to be an anchor for the district.

As a result of hard work, the East Fremont Entertainment District ordinance was brought before City

Council on October 2, 2002. It was initially an 18-month ordinance, extended for another 18 months. The ordinance expires or "sunssets" on October 2, 2005, in which the city hopes to have seven tavern-limited



Mayor Goodman and Take 1 owners look on as Councilman Weekly cuts the ribbon at the kick-off ceremony.

licenses in process. Two of the seven licenses have already been processed, one for Take 1 and one for Beauty Bar.

"Take 1 is the first of many entertainment venues planned for the downtown Entertainment District," Mayor Goodman said. "With all the excitement we have at the Fremont Street Experience, we are starting to see that momentum move across Las Vegas Boulevard."

"Our downtown Entertainment District is really starting to take shape," said Councilman Lawrence Weekly, who represents portions of the downtown area. "Beauty Bar Las Vegas is a welcome addition and will help create the momentum we need in that area."

Ordinance 5524 adopted by the City Council on October 2, 2002 established the Downtown Entertainment Overlay District. The ordinance waives distance requirements between taverns and relaxes other zoning and licensing restrictions to encourage blues and jazz nightclubs, comedy clubs and other musical entertainment venues.

In June 2004, Scott Adams became the new director of the Office of Business Development. He recognized

the entertainment district needed more assistance to fully get off the ground. With the experience he earned establishing Beale Street in Memphis and the French Quarter in New Orleans, Adams introduced the idea of offering financial assistance to help in the rebuilding of the streetscape on Fremont Street. He created an Entertainment District Visual Improvement Program (E-VIP).

The E-VIP program offers a rebate of qualified improvement costs, to a maximum of \$50,000 for each qualified property with a cap of \$500,000 (loaned from the Redevelopment Agency) to qualified applicants on a first-come first-serve basis. All commercial properties located within the Downtown Entertainment Overlay District Area are eligible for assistance. Improvements to the facades of buildings, permanent landscaping, parking facilities and other external improvements are also eligible for assistance.

Adams also proposed to initiate the sale and/or development of 601 E. Fremont with a \$4.8 million minimum offering price, in which \$1.85 million would go towards the entertainment district streetscape, and the property owners also kicking in \$1.85 million. An estimated \$800,000 pedestrian enhancement grant was secured from the state of Nevada.

On February 16, 2005, a partnership was forged between the city and the owners association for the funding of the streetscape plan. The public/private partnership has created the synergy needed to entice club owners. And as the entertainment district gains notoriety, clubs such as "The Griffin" and "Downtown" have taken notice.



Mayor Oscar Goodman and council members Gary Reese and Lawrence Weekly congratulate the owners of the Beauty Bar.

LAS VEGAS 2020 MASTER PLAN WATER ELEMENT

The city's policies regarding water supply and quality were previously included within the Conservation Element of the Las Vegas 2020 Master Plan, which also contains the city's policies regarding air quality, habitat and wildlife, soils, waste, and energy conservation. However, because the present drought situation has brought the issue of water supply and its impact on growth and development to the forefront, the City Council directed the Planning and Development Department to remove discussion of water supply

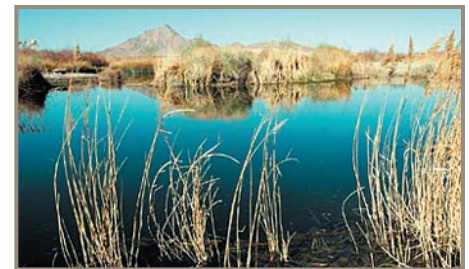
and quality from the Conservation Element and to place that discussion within a separate element that specifically discusses water related issues. As part of the preparation of that separate element, the Planning and Development Department prepared new goals and objectives

role in conserving water resources, while the policies represent steps the city can take to increase or improve its existing conservation efforts. The Water Element also underscores the importance of ongoing coordination and cooperation between the city of Las Vegas, Las Vegas Valley Water District (LVVWD), SNWA and other entities (such as the Clark County Wastewater Reclamation District, city of Henderson, city of North Las Vegas, Clark County Regional Flood Control District and Las Vegas Wash Coordination Committee) responsible for different aspects of the water issue.



New pipeline being laid for wastewater and drainage control.

relating to water supply, water quality, wastewater and drainage/flood control. The new objectives and policies set forth in the Water Element direct staff and other city officials in their management of this essential resource. The objectives provide the foundation and vision for the city's



View of Las Vegas Wash.

LONG-RANGE PLANNING

NEW AND IMPROVED TITLE 19 AND AVAILABILITY

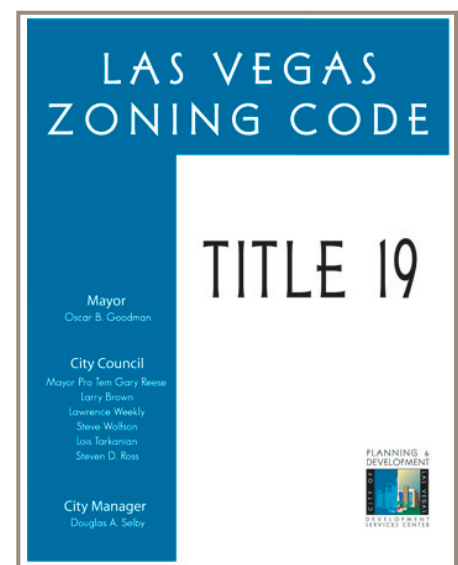
New and improved updates are being made on a quarterly basis to the city's Title 19 Zoning Code.

Title 19 updates now contain a new reference showing the ordinance number and adoption date by the City Council (from 2002 to the present) in the left column. This notation enables the reader to quickly note dates and cross reference the code for changes that went into effect at certain dates in the past.

The city is now offering several options for customers to obtain a copy of Title 19, by purchasing a hard copy or CD from the Planning and Development Department or downloading and/or printing from the Internet. The following fees apply:

- Purchase a CD of Title 19 for \$5.00
- Purchase bound copies for \$25.00
- Purchase unbound copies for \$15.00
- Purchase printed updated pages for \$5.00
- Print updated pages from the city's Web site at no cost
- Print any individual chapter or all of Title 19 from the city's Web site at no cost.

For more information, contact the Planning & Development Department at (702) 229-6301.



Title 19 is available on the city's Web site.

FIRST FRIDAY CLOSING IN ON ITS THIRD ANNIVERSARY

It's almost hard to believe that the First Friday event in the Art District is approaching its third anniversary, given that the district itself is barely five years old. Since its debut in October 2002, the First Friday event has steadily increased in popularity with both locals and tourists alike. Monthly attendance ranges from a few thousand to well over 10,000 people. The weather seems to be the deciding factor on each month's attendance numbers. Event venues have increased along with the attendance numbers over the years.

In 2003 venues consisted of galleries in the Arts Factory and tours of the S2 Arts group building and the Funk House on Colorado. Last month, in celebration of the city's

Centennial, more than 150 venues were represented. Of these, 100 were permanent venues in buildings, while 50+ venues were temporarily set up under tents on the streets of the Arts District. Boulder Avenue on the north and Colorado Avenue on the South anchor the event with several galleries, shops, antique stores and cafes in between the two. It's certainly become a must do event for the avant-garde of the community. The past few months have witnessed the grand openings of such venues as the Arts Bar, 1509 South Main Street, the Godt Cleary Project, 1213 South Main Street and The Trifecta Gallery in the Arts Factory at 103 East Charleston Suite 108, to name a few. Mayor Oscar Goodman, in his continuing effort to market downtown, often attends such openings with the Art Bar being his most recent appearance.

A good place to start your First Friday event is at the Arts Factory where you can find more than 24 galleries under one roof. Many of these galleries offer visitors light refreshments as well as great art. After visiting these galleries, take a walk next door to the S2 Arts Group and watch staff work on one-of-a-kind French printing presses.



Just follow the signs located around the Charleston Boulevard and Main Street Arts District area to find the venues.



Celebrants reflect the funky, festive mood of First Friday in the downtown Arts District.

These presses are valued at more than \$1 million each, with only five left in the world. Of the five, three are found at the S2 Arts Group. A stroll south on Main Street will take you by several newer galleries as you approach the antique center of the Arts District on Colorado. There are close to a dozen such shops and many of the tent venues are located here. Live music and entertainment are often found here as well.

For more information on First Friday events, contact Yorgo Kagafas, urban design coordinator, at (702) 229-6196.

CITY RAISES PLANNING AND DEVELOPMENT FEES

The City Council recently approved a measure to raise fees charged to developers and others doing business with the Planning and Development Department with the support of the Southern Nevada Homebuilders and the National Association of Office and Industrial Properties.

The new fees will allow the department to continue to offer services at an affordable rate, while

being fiscally responsible to recover a larger portion of the costs associated with the services. The last fee increase was approved by the City Council seven years ago.

A fee increase study was initiated by the City Manager's Office due to the rising costs of doing business. The survey revealed that the fees being charged by the city of Las Vegas were below the actual costs to provide the services associated with the fees, in terms of staff, rent and utilities. Compared to other local entities, the city of Las Vegas was also charging less in fees.

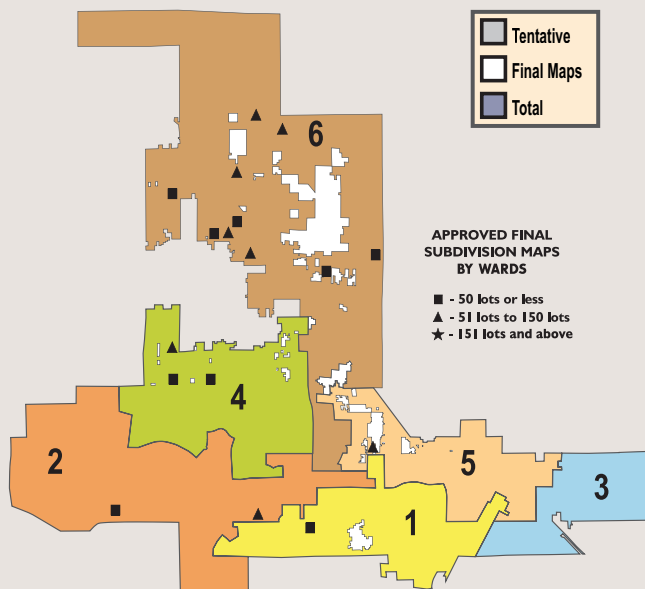
Effective July 1, the fee increases were structured as to not be too extreme to negatively impact growth, while at the same time minimizing

public subsidy. The fees only capture 28 percent of the actual costs to provide the services associated with the fees.



"We believe this fee increase will allow for the city of Las Vegas to continue to offer services at an affordable rate while being fiscally responsible in attempting to recover a portion of the costs for these services offered," said Planning Director Margo Wheeler.

To receive a listing of the new fees, or for more information, contact the Planning and Development Department at 229-6301. The fees can also be found on-line at <http://www.lasvegasnevada.gov>.

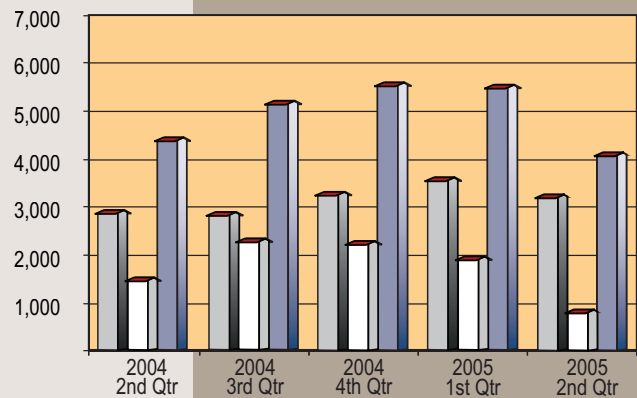


Leading Economic Indicators For Clark County

"The Southern Nevada Index of Leading Indicators, having outpaced the U.S. Index of Leading Economic Indicators for some time, still remains stronger than the closely watched national indicator. For June, the SNILI declined, taking back a portion of the robust gain of past months. Comprised of ten indicators, the tourism-based series generally softened in April, whereas the construction components contributed positively to the index. Still, the SNILI trends upward, suggesting economic expansion ahead."

Source: UNLV Center for Business and Economic Research

Approved Subdivision Lots



Source: city of Las Vegas

Approved Subdivision Lots

	Tentative Maps	Final Maps	Total
2nd Qtr - 2004	2,952	1,521	4,473
3rd Qtr - 2004	2,892	2,341	5,233
4th Qtr - 2004	3,365	2,270	5,635
1st Qtr - 2005	3,592	1,972	5,564
2nd Qtr - 2005	3,282	863	4,145
% Chg Last Qtr.	-8.6	-56.2	-25.5
% Chg Last Year	11.2	-43.3	-7.3

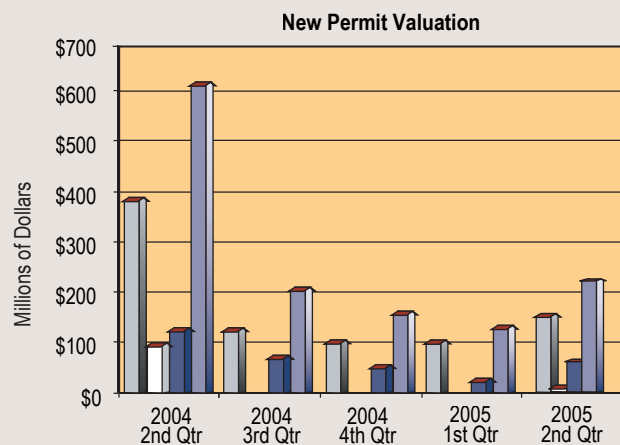
Leading Economic Indicators

CLARK COUNTY SERIES	DATE	UNITS	LATEST PERIOD	CHANGE PREVIOUS PERIOD	CHANGE YEAR AGO	CONTRIBUTION TO INDEX**
RESIDENTIAL BUILDING						
Units Permitted	Apr-05	#Units Permitted	2,661	-3.76%	-27.69%	0.013%
Valuation	Apr-05	Dollars	\$346,739,699	6.56%	-12.91%	0.021%
COMMERCIAL BUILDING						
Permits	Apr-05	#Units Permitted	87	-42.76%	-7.45%	0.004%
Valuation	Apr-05	Dollars	\$62,242,072	-3.17%	-58.88%	0.029%
TAXABLE SALES	Apr-05	Dollars	\$2,747,696,444	-9.34%	11.11%	-0.146%
McCARRAN AIRPORT	Apr-05	Passengers Enplaned/Deplaned	3,707,051	-5.72%	3.84%	-0.001%
GALLONS OF GASOLINE	Apr-05	Thousands of Gallons	61,120,490	-6.55%	0.89%	-0.145%
GROSS GAMING						
Revenue	Apr-05	Dollars	\$723,515,790	-16.36%	6.55%	-0.156%
CONVENTIONS						
Visitors	Apr-05	People	3,290,313	-3.13%	1.46%	0.040%
Attendance	Apr-05	People	517,955	-26.61%	17.50%	-0.001%
OVERALL CHANGE *	Jun-05		130.68	-0.34%	0.62%	-0.34%

* The index is a six month forecast (October, 2005) from the month of the data (April, 2005) and four months from the month of the series (June, 2005).

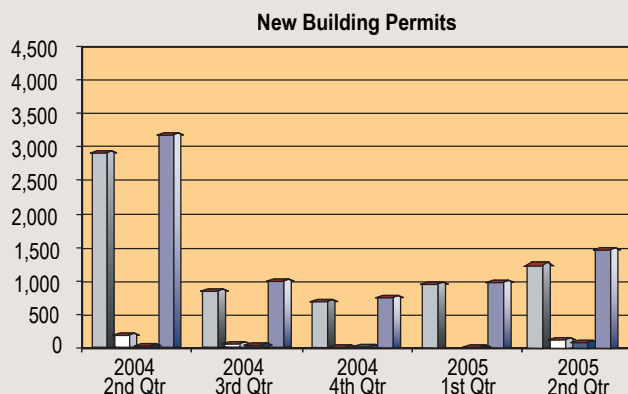
** The contribution to the Index is a net-weighted average of each series after adjustment for seasonal variation.

Source: UNLV Center for Business and Economic Research

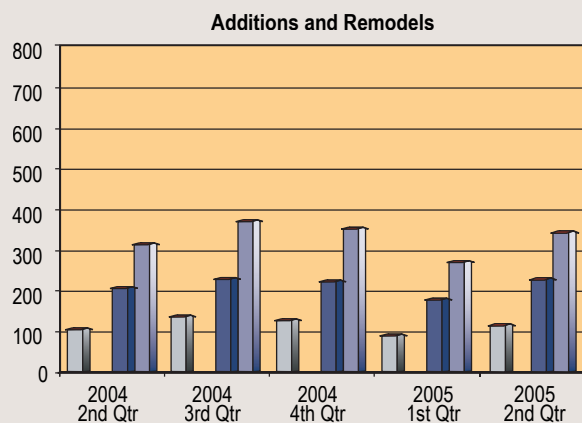


New Permit Valuation				
	Single Family	Multi-Family	Commercial	Total
2nd Qtr - 2004	\$394,595,953	\$101,228,182	\$131,697,937	\$627,522,072
3rd Qtr - 2004	\$131,451,218	\$6,030,318	\$76,061,730	\$213,543,266
4th Qtr - 2004	\$107,123,147	\$843,710	\$57,191,934	\$165,158,791
1st Qtr - 2005	\$106,829,564	-	\$29,686,711	\$136,516,275
2nd Qtr - 2005	\$156,667,976	8,305,488	\$60,722,061	\$225,605,525
% Chg Last Qtr.	46.7	100.0	104.5	65.3
% Chg Last Year	-60.3	-91.8	-53.9	-64.0

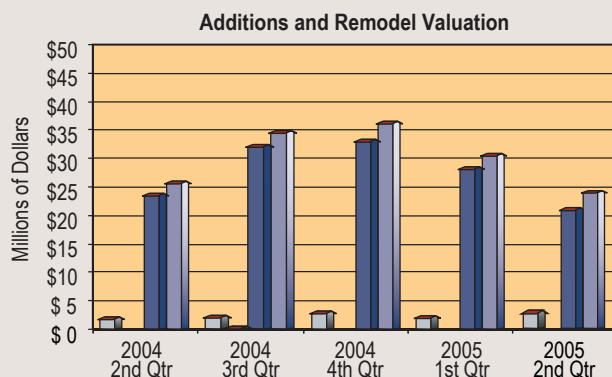
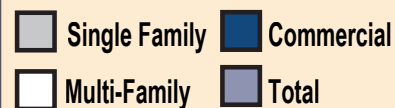
Source: city of Las Vegas (including subdivision information)



New Building Permits				
	Single Family	Multi-Family	Commercial	Total
2nd Qtr - 2004	2,914	211	55	3,180
3rd Qtr - 2004	865	83	64	1,012
4th Qtr - 2004	715	12	51	778
1st Qtr - 2005	977	-	27	1,004
2nd Qtr - 2005	1,242	139	65	1,446
% Chg Last Qtr.	27.1	100.0	140.7	44.0
% Chg Last Year	-57.4	-34.1	18.2	-55.5



Additions and Remodels				
	Single Family	Multi-Family	Commercial	Total
2nd Qtr - 2004	106	-	206	312
3rd Qtr - 2004	137	3	228	368
4th Qtr - 2004	128	-	222	350
1st Qtr - 2005	91	-	178	269
2nd Qtr - 2005	115	-	222	337
% Chg Last Qtr.	26.4	0.0	24.7	25.3
% Chg Last Year	8.5	0.0	7.8	8.0



Additions and Remodel Valuation				
	Single Family	Multi-Family	Commercial	Total
2nd Qtr - 2004	\$2,117,765	-	\$23,528,417	\$25,646,182
3rd Qtr - 2004	\$2,353,151	\$63,000	\$31,956,974	\$34,373,125
4th Qtr - 2004	\$3,123,999	-	\$32,895,097	\$36,019,096
1st Qtr - 2005	\$2,317,013	-	\$28,126,320	\$30,443,333
2nd Qtr - 2005	\$2,994,925	-	\$20,670,964	\$23,665,889
% Chg Last Qtr.	29.3	0.0	-26.5	-22.3
% Chg Last Year	41.4	0.0	-12.1	-7.7

STEVEN D. ROSS LAS VEGAS CITY COUNCILMAN

Steven D. Ross was sworn into office on July 6, 2005. Councilman Ross represents Ward 6, the fastest growing area of Las Vegas, which includes the far northwest and Centennial Hills.

A native Nevadan, Councilman Ross is familiar with the city as well as Ward 6. Born in Reno, the councilman moved to Las Vegas as a child and attended elementary school and junior high in the valley. He graduated from Western High School and went on to study at the University of Reno and UNLV.

His roots within the community, including family, volunteer work and business ventures, led to his desire to run for office.

"I have been active in this community for many years and I am honored to now represent the community in this new role." Councilman Ross said. "I relish the opportunity to give back to the area by working with our neighborhoods and listening to their needs in order to maintain the quality of life and ensure the safety of our families."



Newly elected Councilman Steven D. Ross looks forward to serving Ward 6 constituents.

Councilman Ross is very involved in the community having participated in numerous volunteer activities over the years. He has served as a Boy Scout troop leader, a coach for the Cheyenne and Lone Mountain little league teams and chairman of the "Dad's Day for Dollars Against Diabetes."

Councilman Ross is the operator of a successful family business, Keleeco Electric, which he opened with his wife Kelli in 1998. He has also been active in the business community serving as an assistant business manager for the International Brotherhood of Electrical Workers.

Councilman Ross and his wife have five children ranging in age from 16 to 21.

Las Vegas GROWTH WATCH

City of Las Vegas
Planning and Development Department
731 South 4th Street
Las Vegas, NV 89101
(702) 229-6301
FAX (702) 474-7463
TDD (702) 386-9108

Las Vegas City Council
Mayor Oscar B. Goodman
Mayor Pro Tem Gary Reese, Ward 3
Councilman Larry Brown, Ward 4
Councilman Lawrence Weekly, Ward 5
Councilman Steve Wolfson, Ward 2
Councilwoman Lois Tarkanian, Ward 1
Councilman Steven D. Ross, Ward 6

City Manager Douglas A. Selby

Planning & Development Director
M. Margo Wheeler, AICP

Planning & Development Deputy Director
Mario Suarez

Growth Watch Editor: Mary Kleven

Layout & Design: Rita Schoonmaker

Project Information Provided By:

Yorgo Kagafas
Kathy McDonald
Andy Reed
Fred Solis
Kristen Stout
Susan Lonborg
Steven R. van Gorp
Ward 6 Council Office

Quarterly Charts:
Richard Wassmuth
Andrew Powell

Photos by:
City of Las Vegas
Office of Business Development
City of Las Vegas
Public Works Department
City of Las Vegas
Planning and Development Department

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